Orders

Order / Rev:

Alt Order #:

06817865

Product Desc:

DCCC

Estimate:

1193

Flight Dates:

Order Type:

10/23/12 - 10/29/12

Original Date / Rev:

05/25/12 / 07/19/12 **GENERAL**

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

Great American Media

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name:

Democratic Congressional Campaign

Demographic: Product Codes:

Revenue Codes:

A35+

PLI2

Priority:

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

New Business Thru: Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

D 1 .C				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	147	\$110,175.00	\$93,648.75
10/29/12	10/29/12	37	\$35,300.00	\$30,005.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	147	\$110,175.00	\$93,648.75	0.00
November 2012	37	\$35,300.00	\$30,005.00	0.00
Totals	184	\$145,475,00	\$123,653,75	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$145,475.00
Market	100%	\$484,916.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$116,380.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$77,586.67
KTUD	1%	\$4,849.17
KVVU	20%	\$96,983.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$43,642.50

Ln	Ch	Start	End	Inventory Cod	de Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
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	WAKE U	JP WITH	THE WAG		pgg								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

Print Date: 07/19/12 11:14:17 Page 2 of 5

KSNV

Order / Rev:

102170

Advertiser:

Democratic Congressional Campaign Co

Alt Order #:

06817865

Product Desc:

Flight Dates:

10/23/12 - 10/29/12

Estimate:

DCCC 1193

Ch Break Start/End Time Ln Start End Inventory Code Davs Len Spots Rate Pri Rtg Type Spots Amount KSNV 10/23/12 10/29/12 M-F 5-6a WakeUp w/WagM 5-6a MTWTE--.30 Я \$400.001 0.00 NM \$3,200.00 M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date End Date Weekdays Spots/Week Rating Rate MTWTF--Week: 10/23/12 10/29/12 \$400.00 0.00 Wake Up Early w/ Wagn@M KSNV 10/23/12 10/29/12 430a-5a MTWT--S \$200.001 :30 0.00 NM \$800.00 Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/23/12 10/29/12 MTWT--S \$200.00 0.00KSNV 10/23/12 10/29/12 M-F 6-7a WakeUp w/Wa@M 6-7a MTWTF--:30 10 \$725.001 0.00 NM 10 \$7,250.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF--10 \$725.00 0.00 KSNV 10/23/12 10/29/12 **Today Show** CM 658a-9am MTWTF~~ :30 20 \$900,001 0.00 NM \$18,000.00 20 Today Show **TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rating Rate MTWTF--Week: 10/23/12 10/29/12 20 \$900.00 0.00 KSNV 10/27/12 10/27/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$375,001 0.00 NM 2 \$750.00 News 3 Sunrise SATURDAY **NEWS 3 AT SUNRISE** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S-\$375.00 0.00 KSNV 10/27/12 10/27/12 Saturday Today CM 7a-9am ----5-:30 \$625.001 0.00 NM \$2,500.00 4 Saturday Today SATURDAY TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----5-\$625.00 0.00 KSNV 10/28/12 10/28/12 News 3 Sunrise - SUND&M 0.00 NM ----S :30 \$375.001 \$375.00 1 News 3 Sunrise SUNDAY **NEWS 3 AT SUNRISE** Start Date Spots/Week End Date <u>Weekdays</u> Rate Rating 10/28/12 ----S Week: 10/22/12 \$375.00 0.00 E 8 KSNV 10/28/12 10/28/12 Sunday Today CM 7a-8am :30 ----S \$500.001 0.00 NM 2 \$1,000.00 Sunday Today TODAY ON SUNDAY Start Date End Date Spots/Week Weekdays Rate Rating Week: 10/22/12 10/28/12 \$500.00 0.00 KSNV 10/28/12 10/28/12 Meet the Press CM 8a-9am ----S :30 1 \$3,000,001 0.00 NM \$3,000.00 Meet the Press MEET THE PRESS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 1 \$3,000.00 0.00 E 10 KSNV 10/28/12 10/28/12 News 3 Today Wknd CM 9a-930am ----S :30 \$500.001 0.00 NM \$500.00 News 3 Today **NEWS 3 TODAY/WKEND** Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating 10/28/12 Week: 10/22/12 \$500,00 0.00E 11 KSNV 10/28/12 10/28/12 Chris Matthews 9:30AM &M 9:30a-10a ----S :30 \$500.001 0.00 NM 1 \$500,00 Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S \$500.00 0.00 E 12 KSNV 10/23/12 10/29/12 M-F Today Show II 3rd H0M 9-10a MTWTF--:30 20 \$425.001 0.00 NM 20 \$8,500.00 M-F Today Show II TODAY SHOW II Start Date End Date Spots/Week <u>Weekdays</u> Rate Rating MTWTF--Week: 10/23/12 10/29/12 20 \$425.00 0.00 E13 KSNV 10/23/12 10/29/12 CM 10am-11am :30 MTWTF--10 \$325.001 0.00 NM 10 \$3,250.00

Print Date: 07/19/12 11:14:17

KSNV

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Order / Rev:

102170

Advertiser:

Democratic Congressional Campaign Co

Alt Order #:

06817865

Product Desc:

DCCC

Flight Dates:

10/23/12 - 10/29/12

Estimate:

1193

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount M-F Today Show III 4th FI Today 4th Hour TODAY SHOW III Weekdays **End Date** Spots/Week Start Date Rate Rating MTWTF--Week; 10/23/12 10/29/12 \$325.00 10 0.00 E14 KSNV 10/23/12 10/29/12 Rachael Ray CM 11am-12pm MTWTF--:30 12 \$325.001 0.00 NM 12 \$3,900.00 Rachael Ray RACHEL RAY Spots/Week Start Date End Date Weekdays Rating Rate Week: 10/23/12 10/29/12 MTWTF--\$325.00 0.00 12 E 15 KSNV 10/23/12 10/29/12 Noon News CM 12-1230pm MTWTF--:30 \$425.001 0.00 NM 5 \$2,125.00 Noon News **NEWS 3 AT NOON** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--10/29/12 Week: 10/23/12 \$425.00 0.00 5 E 16 KSNV 10/23/12 10/29/12 The Agenda 1230pm CM 1230-1p MTWTF--:30 \$325.001 0.00 NM \$1,625.00 The Agenda 1230pm NEWS 4: THE AGENDA Weekdays Start Date End Date Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF--\$325.00 0.00 E 17 KSNV 10/23/12 10/29/12 The Doctors CM 2pm-3pm MTWTF--:30 \$325.001 5 0.00 NM 5 \$1,625,00 The Doctors THE DOCTORS **Weekdays** Start Date **End Date** Spots/Week Rate Rating 10/29/12 MTWTF--Week: 10/23/12 \$325.00 0.00 E 18 KSNV 10/23/12 10/29/12 Dr. Phil CM 3-4p MTWTF--:30 8 \$450.001 0.00 NM R \$3,600.00 Dr Phil DR. PHIL End Date Start Date **Weekdays** Spots/Week Rate Rating 10/29/12 MTWTF--Week: 10/23/12 \$450.00 0.00 E 19 KSNV 10/23/12 10/29/12 News 3 at 4 (1/2 hr) CM 4-430p MTWTF--:30 5 \$725.001 0.00 NM 5 \$3,625.00 News 3 at 4 FIRST NEWS 3 AT FOUR Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF~~ \$725.00 0.00 E 20 KSNV 10/23/12 10/29/12 News 3 at 430pm CM 430-5pm MTWTF--:30 5 \$725.001 0.00 NM 5 \$3,625.00 News 3 at 4:30PM NEWS 4 AT 430P Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF~~ \$725.00 0.00 M-F Early News E 21 KSNV 10/23/12 10/29/12 CM 5-630p MTWTF--:30 5 \$1,200.001 0.00 NM 5 \$6,000.00 M-F Early News **EARLY NEWS** Start Date End Date Weekdays Spots/Week Rate Rating MTWTF~-10/29/12 Week: 10/23/12 \$1,200.00 0.00 E 22 KSNV 10/27/12 10/27/12 Sa-Su Early News CM 5pm-630pm -----:30 \$675.001 0.00 NM 1 \$675.00 Sa-Su Early News KSNV EARLY NEWS **End Date** Spots/Week Start Date Weekdays <u>Rate</u> Rating Week: 10/22/12 10/28/12 \$675.00 0.00 E 23 KSNV 10/23/12 10/29/12 M-F Jeopardy 630-7pm MTWTF--:30 5 \$1,300.001 0.00 NM 5 \$6,500.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF~~ 5 \$1,300.00 0.00 E 24 KSNV 10/23/12 10/29/12 M-F Wheel 7-730pm CM MTWTF--:30 5 \$1,300.001 0.00 NM \$6,500.00 M-F Wheel of Fortune WHEEL OF FORTUNE End Date Weekdays Spots/Week Start Date Rate Rating MTWTF~~ Week: 10/23/12 10/29/12 \$1,300.00 0.00 5 E 25 KSNV 10/27/12 10/27/12 CM 630-730pm ----S-:30 2 \$525.001 0.00 NM 2 \$1,050.00

Print Date: 07/19/12 11:14:17

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Order / Rev:

102170

Advertiser:

Democratic Congressional Campaign Cc

Alt Order #:

06817865

Product Desc:

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Flight Dates:

10/23/12 - 10/29/12

Estimate:

1193

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E 34 KSNV 10/23/12 10/29/12 The Tonight Show CM 1135p-1237a MTwTF :30 8 \$500.00 1 0.00 NM 8 \$4,000.00 Tonight Show TONIGHT SHOW W/ JAY LENO Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 Late Night w/Fallon CM 1237a-136am MTwTF :30 8 \$250.001 0.00 NM 8 \$2,000.00 LATE NIGHT W/JIMMY FALLON Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF 8 \$250.00 0.00 E 36 KSNV 10/27/12 10/29/12 Saturday Night Live CM 1130pm-1:02amS- :30 3 \$1,400.001 0.00 NM 3 \$4,200.00 SATURDAY NIGHT LIVE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12S- 3 \$1,400.00 0.00	1.0												
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	E 37	KSNV	10/28/	12 10/28/12		СМ	Sun 1135p-1	200aS	:30	1 \$400.001	0.00 NM	1	\$400.00

Print Date: 07/19/12 11:14:17

Page 5 of 5 Order / Rev: 102170 Advertiser: Democratic Congressional Campaign Cc Alt Order #: 06817865 Product Desc: DCCC **KSNV** Flight Dates: 10/23/12 - 10/29/12 Estimate: 1193 Ln Ch Start **Inventory Code** Break Start/End Time End Days Len Spots Rate Pri Rtg Type Spots Amount Sports Night in Las Vegas Sports Night in Las Vegas SPORTS NIGHT IN LAS VEGAS Rating Start Date End Date Weekdays Spots/Week Rate ----S Week: 10/22/12 10/28/12 \$400.00 0.00

> Totals 184 \$145,475.00